

## Message Text

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FM AMEMBASSY PARIS  
TO SECSTATE WASHDC IMMEDIATE 6397

UNCLAS SECTION 01 OF 04 PARIS 28050

NESCO

E.O. 11652: N/A  
TAGS: UNESCO, PORG  
SUBJ: UNESCO: DRAFT DECLARATION ON MASS MEDIA

1. TRANSMITTED HERewith IS THE DIRECTOR GENERAL'S REV-  
ISION OF THE DRAFT DECLARATION "ON FUNDAMENTAL PRINCIP-  
LES GOVERNING THE CONTRIBUTION OF THE MASS MEDIA TO  
STRENGTHENING PEACE AND INTERNATIONAL UNDERSTANDING AND  
TO COMBATING WAR PROPAGANDA, RACIALISM AND APARTHEID."  
DEPARTMENT IS REQUESTED NOT RPT NOT TO RELEASE TEXT  
UNTIL THURSDAY, AUGUST 24. PERM DEL POUCHING ONE COPY  
OF OFFICIAL DOCUMENT TO IO/UNESCO TODAY, OTHER  
COPIES TO FOLLOW AS SOON AS RECEIVED.

2. BEGIN TEST:

THE GENERAL CONFERENCE,

1. RECALLING THAT BY ITS CONSTITUTION THE PURPOSE OF  
UNESCO IS "TO CONTRIBUTE TO PEACE AND SECURITY BY  
PROMOTING COLLABORATION AMONG THE NATIONS THROUGH  
EDUCATION, SCIENCE AND CULTURE" (ARTICLE I, 1), AND  
THAT TO REALIZE THIS PURPOSE THE ORGANIZATION WILL  
STRIVE TO "PROMOTE THE FREE FLOW OF IDEAS BY WORD AND  
IMAGE" (ARTICLE I, 2),

2. FURTHER RECALLING THAT UNDER THE CONSTITUTION THE  
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MEMBER STATES OF UNESCO, "BELIEVING IN FULL AND EQUAL  
OPPORTUNITIES FOR EDUCATION FOR ALL, IN THE UNRESTRICTED  
PURSUIT OF OBJECTIVE TRUTH, AND IN THE FREE EXCHANGE OF  
IDEAS AND KNOWLEDGE, ARE AGREED AND DETERMINED TO  
INCREASE THE MEANS OF COMMUNICATION BETWEEN THEIR  
PEOPLES AND TO EMPLOY THESE MEANS FOR THE PURPOSES OF  
MUTUAL UNDERSTANDING AND A TRUER AND MORE PERFECT

KNOWLEDGE OF EACH OTHER'S LIVES" (SIXTH PREAMBULAR PARAGRAPH),

3. RECALLING THE PURPOSES AND PRINCIPLES OF THE UNITED NATIONS, AS SPECIFIED IN THE CHARTER

4. RECALLING THE UNIVERSAL DECLARATION OF HUMAN RIGHTS, ADOPTED BY THE GENERAL ASSEMBLY OF THE UNITED NATIONS IN 1948, AND THE INTERNATIONAL COVENANT ON CIVIL AND POLITICAL RIGHTS ADOPTED BY THE GENERAL ASSEMBLY OF THE UNITED NATIONS IN 1966,

5. RECALLING THE CONVENTION CONCERNING THE USE OF BROADCASTING IN THE CAUSE OF PEACE, ADOPTED BY THE LEAGUE OF NATIONS IN 1936, AND WHICH IS STILL IN FORCE,

6. RECALLING ARTICLE 4 OF THE INTERNATIONAL CONVENTION OF THE ELIMINATION OF ALL FORMS OF RACIAL DISCRIMINATION ADOPTED BY THE GENERAL ASSEMBLY OF THE UNITED NATIONS IN 1973, WHEREBY THE STATES ACCEDING TO THESE CONVENTIONS UNDERTOOK TO ADOPT IMMEDIATE AND POSITIVE MEASURES DESIGNED TO ERADICATE ALL INCITEMENT TO, OR ACTS OF, RACIAL DISCRIMINATION, AND AGREED TO PREVENT ANY ENCOURAGEMENT OF THE CRIME OF APARTHEID AND SIMILAR SEGREGATIONIST POLICIES OR THEIR MANIFESTATIONS,

7. RECALLING THE DECLARATION ON THE PROMOTION AMONG YOUTH OF THE IDEALS OF PEACE, MUTUAL RESPECT AND UNDERSTANDING BETWEEN PEOPLES, ADOPTED BY THE GENERAL ASSEMBLY OF THE UNITED NATIONS IN 1965,

8. RECALLING THE DECLARATION AND PROGRAMME OF ACTION  
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ON THE ESTABLISHMENT OF A NEW INTERNATIONAL ECONOMIC ORDER, AND THE CHARTER OF ECONOMIC RIGHTS AND DUTIES OF STATES, ADOPTED BY THE GENERAL ASSEMBLY OF THE UNITED NATIONS IN 1974,

9. RECALLING THE DECLARATION OF THE PRINCIPLES OF INTERNATIONAL CULTURAL COOPERATION, ADOPTED BY THE GENERAL CONFERENCE OF UNESCO IN 1966,

10. RECALLING RESOLUTION 110 (II) OF THE GENERAL ASSEMBLY OF THE UNITED NATIONS ADOPTED IN 1947 CONDEMNING ALL FORMS OF PROPAGANDA WHICH ARE DESIGNED OR LIKELY TO PROVOKE OR ENCOURAGE ANY THREAT TO THE PEACE, BREACH OF THE PEACE, OR ACT OF AGGRESSION,

11. RECALLING RESOLUTION 127 (II), ALSO ADOPTED BY THE GENERAL ASSEMBLY IN 1947, WHICH INVITES MEMBER STATES TO TAKE MEASURES WITHIN THE LIMITS OF CONSTITUTIONAL PROCEDURES, TO COMBAT THE DIFFUSION OF FALSE OR DISTORTED REPORTS LIKELY TO INJURE FRIENDLY RELATIONS BETWEEN STATES, AND RESOLUTION 32/154, ADOPTED BY THE GENERAL ASSEMBLY OF THE UNITED NATIONS IN 1977 WHICH RECOGNIZES THE NEED FOR OBJECTIVE DISSEMINATION  
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OF INFORMATION AND THE ROLE AND RESPONSIBILITY OF THE  
MASS MEDIA IN THIS RESPECT, THUS CONTRIBUTING TO THE  
GROWTH OF TRUST AND FRIENDLY RELATIONS AMONG STATES,  
12. RECALLING RESOLUTION 9.12 ADOPTED BY THE GENERAL  
CONFERENCE OF UNESCO IN 1968, REITERATING UNESCO'S  
OBJECTIVE TO HELP ERADICATE COLONIALISM AND RACIALISM,  
AND RESOLUTION 12.1 ADOPTED BY THE GENERAL CONFERENCE  
OF UNESCO IN 1976 WHICH PROCLAIMS THAT COLONIALISM,  
NEO-COLONIALISM AND RACIALISM IN ALL ITS FORMS AND  
MANIFESTATIONS ARE INCOMPATIBLE WITH THE FUNDAMENTAL  
AIMS OF UNESCO,  
13. RECALLING RESOLUTION 4.301 ADOPTED IN 1970 BY THE  
GENERAL CONFERENCE OF UNESCO, IN WHICH THE CONFERENCE,  
DEEMING THAT INFORMATION MEDIA SHOULD PLAY AN IMPORTANT  
PART IN FURTHERING INTERNATIONAL UNDERSTANDING AND  
CO-OPERATION IN THE INTERESTS OF PEACE AND HUMAN  
WELFARE, INVITES ALL MEMBER STATES TO TAKE THE  
NECESSARY STEPS TO ENCOURAGE THE USE OF INFORMATION  
MEDIA AGAINST PROPAGANDA ON BEHALF OF WAR, RACIALISM  
AND HATRED AMONG NATIONS,  
14. RECALLING THE RESOLUTIONS OF THE GENERAL ASSEMBLY  
OF THE UNITED NATIONS ON THE ERADICATION OF ALL FORMS  
OF RACIALISM AND RACIAL DISCRIMINATION,  
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15. PROCLAIMS ON THIS ... DAY OF .... 1978 THIS  
DECLARATION ON FUNDAMENTAL PRINCIPLES GOVERNING THE  
CONTRIBUTION OF THE MASS MEDIA TO STRENGTHENING PEACE  
AND INTERNATIONAL UNDERSTANDING AND TO COMBATING WAR  
PROPAGANDA, RACIALISM AND APARTHEID.

ARTICLE I.

THE STRENGTHENING OF PEACE AND INTERNATIONAL UNDER-  
STANDING AND THE COMBATING OF WAR PROPAGANDA,  
RACIALISM AND APARTHEID NECESSITATE A FREE, RECIPROCAL  
AND BALANCED FLOW OF ACCURATE, COMPLETE AND  
OBJECTIVE INFORMATION, TO WHICH THE MASS MEDIA HAVE  
THE DUTY OF CONTRIBUTING. TO THIS END, JOURNALISTS  
AND OTHER AGENTS OF THE MASS MEDIA SHOULD ENJOY A  
STATUS WHICH ENSURES THAT THEY ARE ADEQUATELY  
PROTECTED.

ARTICLE II

1. THE EXERCISE OF FREEDOM OF OPINION, EXPRESSION  
AND INFORMATION, RECOGNIZED AS AN INTEGRAL PART OF  
HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS, IS A VITAL FACTOR  
IN THE STRENGTHENING OF PEACE AND INTERNATIONAL UNDER-  
STANDING. IT CONFERS SPECIAL RESPONSIBILITIES AND  
DUTIES ON THE MASS MEDIA.

2. ACCESS BY THE PUBLIC TO INFORMATION SHOULD BE  
GUARANTEED BY THE DIVERSITY OF THE INFORMATION MEDIA  
AVAILABLE TO IT, THUS ENABLING EACH INDIVIDUAL TO CHECK  
THE ACCURACY OF FACTS AND TO APPRAISE EVENTS  
OBJECTIVELY. SIMILARLY IT IS IMPORTANT THAT THE MASS  
MEDIA SHOULD EXPRESS THE CONCERNS OF PEOPLES AND  
INDIVIDUALS, THUS PROMOTING THE PARTICIPATION OF THE  
PUBLIC IN THE ELABORATION OF INFORMATION.

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3. WITH A VIEW TO THE STRENGTHENING OF PEACE AND  
INTERNATIONAL UNDERSTANDING AND TO COMBATING WAR  
PROPAGANDA, RACIALISM AND APARTHEID, IT IS ESSENTIAL  
THAT THE MASS MEDIA SHOULD CONTRIBUTE TO PROMOTING  
HUMAN RIGHTS, IN PARTICULAR BY GIVING EXPRESSION TO  
THOSE WHO COMBAT COLONIALISM, NEO-COLONIALISM AND  
FOREIGN OCCUPATION, APARTHEID AND OTHER FORMS OF  
RACIAL DISCRIMINATION, AND WHO ARE UNABLE TO MAKE THEIR  
VOICES HEARD WITHIN THEIR OWN TERRITORIES. THIS SHOULD  
BE DONE WITH DUE RESPECT FOR THE SOVEREIGNTY AND  
LEGISLATION OF THE COUNTRIES IN WHICH THESE MEDIA ARE  
LOCATED.

4. IF THE MASS MEDIA ARE TO BE IN A POSITION TO PROMOTE THE PRINCIPLES OF THIS DECLARATION IN THEIR ACTIVITIES, IT IS ESSENTIAL THAT JOURNALISTS AND OTHER AGENTS OF THE MASS MEDIA EXERCISING THEIR ACTIVITIES IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT DECLARATION, IN THEIR OWN COUNTRY OR ABROAD, SHOULD ENJOY PROFESSIONAL STATUS AND BE ASSURED OF PROTECTION GUARANTEEING THEM THE BEST POSSIBLE CONDITIONS FOR THE EXERCISE OF THEIR PROFESSION WITH CONSCIENTIOUSNESS AND IMPARTIALITY.

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ARTICLE III

1. THE MASS MEDIA HAVE AN IMPORTANT PART TO PLAY IN THE STRENGTHENING OF PEACE AND INTERNATIONAL UNDERSTANDING AND IN COMBATING WAR PROPAGANDA, RACIALISM AND APARTHEID.

2. IT IS THEREFORE INCUMBENT ON THEM TO RESPECT THE RIGHTS AND DIGNITY OF ALL NATIONS, PEOPLES AND INDIVIDUALS, WITHOUT DISTINCTION OF RACE, SEX, LANGUAGE, NATIONALITY OR PHILOSOPHICAL CONVICTION. IT IS LIKEWISE INCUMBENT ON THEM TO AVOID ANY JUSTIFICATION OF OR INCITEMENT TO WAR-MONGERING, VIOLENCE, APARTHEID, AND OTHER FORMS OF HATRED OR OF NATIONAL, RACIAL OR RELIGIONS DISCRIMINATION, AS WELL AS ALL FORMS OF

COLONIALISM AND NEO-COLONIALISM. AS A CONTRIBUTION TOWARDS THE TOAL ERADICATION OF THESE EVILS, THEY SHOULD ALSO DENOUNCE ALL FORMS OF RELATED PROPAGANDA, IN PARTICULAR, PROPAGANDA ON BEHALF OF WARS OF AGGRESSION, AND ANY THREAT OR USE OF FORCE INCOMPATIBLE WITH THE AIMS OF THE UNITED NATIONS.

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3. BY APPLYING THESE PRINCIPLES, WHICH ARE IN CONFORMITY WITH THOSE GOVERNING RELATIONS BETWEEN STATES, THE MASS MEDIA WILL THUS PROMOTE THE ESTABLISHMENT OF A CLIMATE OF CONFIDENCE, MUTUAL RESPECT AND TOLERANCE BETWEEN MEN AND PEOPLES OF DIFFERENT ORIGINS AND CULTURES.

#### ARTICLE IV

IT IS IMPORTANT THAT THE MASS MEDIA TAKE PART IN THE EDUCATION OF YOUNG PEOPLE IN A SPIRIT OF PEACE, JUSTICE, FREEDOM, MUTUAL RESPECT AND UNDERSTANDING, IN ORDER TO PROMOTE HUMAN RIGHTS, EQUALITY OF RIGHTS AS BETWEEN ALL HUMAN BEINGS AND ALL NATIONS, AND ECONOMIC AND SOCIAL PROGRESS. IT IS ALSO IMPORTANT THAT THEY SHOULD MAKE KNOWN THE VIEWS AND ASPIRATIONS OF THE YOUNGER GENERATION.

#### ARTICLE V

IN ORDER THAT FREEDOM OF OPINION, EXPRESSION AND INFORMATION MAY BE RESPECTED AND THAT INFORMATION MAY BE MORE IMPARTIAL, THE MASS MEDIA SHOULD MAKE KNOWN THE VERSIONS OF FACTS PRESENTED BY STATES, INSTITUTIONS AND INDIVIDUALS WHO CONSIDER THAT THE INFORMATION PUBLISHED OR DISSEMINATED ABOUT THEM HAS DONE SERIOUS HARM TO THEIR EFFORTS TO STRENGTHEN PEACE AND INTERNATIONAL UNDERSTANDING OR TO COMBAT WAR PROPAGANDA, VIOLENCE, APARTHEID AND OTHER FORMS OF NATIONAL, RACIAL OR RELIGIOUS DISCRIMINATION, AS WELL AS ALL FORMS OF COLONIALISM AND NEO-COLONIALISM.

#### ARTICLE VI

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FOR THE ESTABLISHMENT OF A NEW EQUILIBRIUM AND

GREATER RECIPROCITY IN THE FLOW OF INFORMATION, WHICH WILL BE CONDUCIVE TO THE INSTITUTION OF A JUST AND LASTING PEACE AND TO THE ECONOMIC AND POLITICAL INDEPENDENCE OF THE DEVELOPING COUNTRIES, IT IS NECESSARY TO CORRECT THE QUANTITATIVE AND QUALITATIVE INEQUALITY IN THE FLOW OF INFORMATION TO AND FROM DEVELOPING COUNTRIES, AND BETWEEN THOSE COUNTRIES. TO THIS END, IT IS ESSENTIAL THAT THEIR MASS MEDIA SHOULD HAVE ADEQUATE RESOURCES ENABLING THEM TO GAIN STRENGTH AND EXPAND, AND TO CO-OPERATE BOTH AMONG THEMSELVES AND WITH THE MASS MEDIA IN DEVELOPING COUNTRIES.

ARTICLE VII

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BY MAKING WIDELY KNOWN THE OBJECTIVES AND PRINCIPLES WHICH, UNDER THE RESOLUTIONS ADOPTED BY THE GENERAL ASSEMBLY OF THE UNITED NATIONS, FORM THE BASIS OF A NEW INTERNATIONAL ECONOMIC ORDER, THE MASS MEDIA MAKE AN EFFECTIVE CONTRIBUTION TO THE STRENGTHENING OF PEACE AND INTERNATIONAL UNDERSTANDING.

ARTICLE VIII.

IT IS PARTICULARLY INCUMBENT ON THOSE MASS MEDIA WHICH ENJOY EXTENSIVE INTERNATIONAL COVERAGE TO ACT IN ACCORDANCE WITH THE PRINCIPLES PROCLAIMED IN THE PRESENT DECLARATION.

ARTICLE IX.

IT IS THE DUTY OF JOURNALISTS AND OTHER AGENTS OF THE

MASS MEDIA, THEIR PROFESSIONAL ORGANIZATIONS, AND ALL THOSE WHO PARTICIPATE IN THEIR PROFESSIONAL TRAINING, TO ACT IN SUCH A WAY THAT THE MASS MEDIA APPLY THE PRINCIPLES STATED IN THE PRESENT DECLARATION, THUS ASSUMING THE RESPONSIBILITIES INHERENT IN THEIR ROLE. TO THIS END, PROFESSIONAL ORGANIZATIONS SHOULD LAY PARTICULAR EMPHASIS ON THESE PRINCIPLES IN DRAWING UP PROFESSIONAL CODES OF ETHICS'

ARTICLE X.

ACTION BY THE INTERNATIONAL COMMUNITY AND -MORE  
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ESPECIALLY BY UNESCO IS REGARDED AS ESSENTIAL FOR THE APPLICATION OF THE PRESENT DECLARATION. IN PARTICULAR, IT IS THE RESPONSIBILITY OF THE INTERNATIONAL COMMUNITY TO ENDEAVOUR TO CREATE A FREER AND MORE BALANCED FLOW OF INFORMATION, PROMOTE A PROFESSIONAL STATUS FOR JOURNALISTS AND OTHER AGENTS OF THE MASS MEDIA, AND GIVE EXPRESSION TO THOSE WHO, IN THEIR STRUGGLE AGAINST COLONIALISM, NEO-COLONIALISM, FOREIGN OCCUPATION, APARTHEID AND OTHER FORMS OF RACIAL DISCRIMINATION, ARE UNABLE TO MAKE THEIR VOICES HEARD WITHIN THEIR OWN TERRITORIES.

ARTICLE XI.

1. WITH DUE RESPECT TO CONSTITUTIONAL PROVISIONS DESIGNED TO GUARANTEE FREEDOM OF INFORMATION AND IN COMPLIANCE WITH THE RELEVANT INTERNATIONAL INSTRUMENTS AND AGREEMENTS, IT IS THE DUTY OF STATES TO FACILITATE THE APPLICATION OF THE PRESENT DECLARATION, AND TO ENSURE THAT THOSE MASS MEDIA WHICH LEGALLY COME UNDER THEIR AUTHORITY ACT IN CONFORMITY THEREWITH.

2. IT IS IMPORTANT THAT STATES SHOULD ENCOURAGE A FREER, WIDER AND BETTER BALANCED FLOW OF ACCURATE, COMPLETE AND IMPARTIAL INFORMATION.

3. TO THIS END, IT IS NECESSARY THAT STATES SHOULD FACILITATE THE PROCUREMENT, BUT THE MASS MEDIA IN THE DEVELOPING COUNTRIES, OF ADEQUATE RESOURCES ENABLING THEM TO GAIN STRENGTH AND EXPAND, AND THAT THEY SHOULD PROMOTE CO-OPERATION BY THE LATTER; BOTH AMONG THEMSELVES AND WITH THE MASS MEDIA IN DEVELOPED COUNTRIES.

4. SIMILARLY, ON A BASIS OF EQUALITY OF RIGHTS, MUTUAL ADVANTAGE, NON-INTERFERENCE IN DOMESTIC AFFAIRS AND RESPECT FOR NATIONAL SOVEREIGNTY, INCLUDING RESPECT FOR THE DIVERSITY OF CULTURES WHICH TO MAKE UP THE COMMON HERITAGE OF MANKIND, IT IS ESSENTIAL

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THAT STATES SHOULD ENCOURAGE AND DEVELOP BILATERAL AND  
MULTILATERAL EXCHANGES BETWEEN THE MASS MEDIA IN ALL  
COUNTRIES, AND IN PARTICULAR, BETWEEN THOSE OF  
COUNTRIES HAVING DIFFERENT ECONOMIC AND SOCIAL SYSTEMS.

5. FOR THIS DECLARATION TO BE FULLY EFFECTIVE, IT IS  
ALSO INCUMBENT ON STATES, WITH DUE RESPECT FOR THE  
LEGISLATIVE AND ADMINISTRATIVE PROVISIONS OF EACH  
COUNTRY, TO HELP TO PROMOTE A PROFESSIONAL STATUS FOR  
JOURNALISTS AND OTHER AGENTS OF THE MASS MEDIA, AND  
TO SEEK INTERNATIONALLY ACCEPTABLE STANDARDS WHICH  
WOULD ENABLE THEM TO EXERCISE THEIR OROFESSION WITH  
CONSCIENTIOUSNESS AND IMPARTIALITY. TORRES

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## Message Attributes

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